

# 2020 Environmental Measurement Symposium

## Exhibitor Prospectus

"The Environment in 2020:  
Past, Present and Future"

Minneapolis, MN  
August 3 – 7, 2020

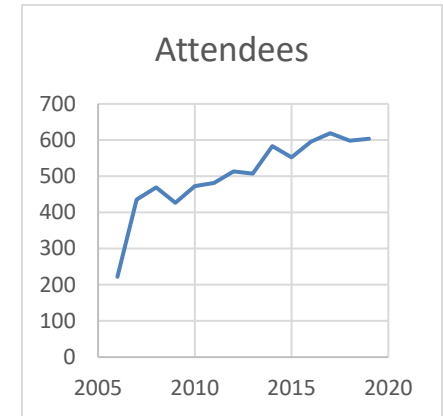


# The Environmental Measurement Symposium – 2020

## Sponsorship and Exhibit Information



The NELAC Institute (TNI) and the United States Environmental Protection Agency (US EPA) are co-sponsors of the Environmental Measurement Symposium, the largest conference focused on environmental measurements in North America. The Symposium brings together scientists and managers from federal and state agencies, the regulated community, academia, and laboratory and engineering support communities. It features presentations, posters, training, exhibits, and networking opportunities. The Symposium was created in 2007 by combining the National Environmental Monitoring Conference (NEMC) with the Forum on Environmental Accreditation.

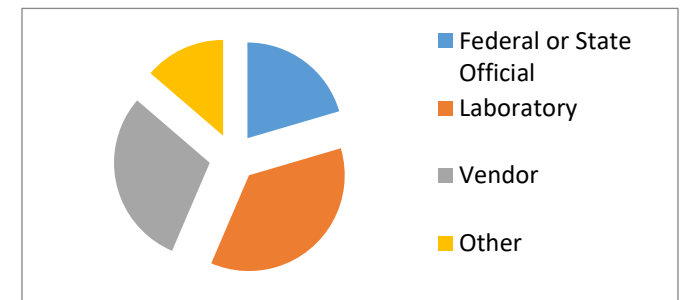


The 2020 Environmental Measurement Symposium is at the Hyatt Regency in Minneapolis, MN. We have an extraordinary program planned around the theme of “The Environment in 2020: Past, Present, and Future.” The exhibit program begins with a reception on Monday and concludes following the break on Wednesday afternoon.

In 2020, we are offering several options:

- Lunch sponsorship opportunities on Wednesday where you provide information about a topic of your choosing for 50 individuals.
- An opportunity to have a PowerPoint ad visible at general sessions.
- An opportunity to purchase a one-day registration for customers in the local area.

Registration for the 2020 Symposium will open on Monday, November 4, 2019 at 7:00 am EST. Those events with limited availability will be processed in the order received.



## Why Exhibit?

- Support the efforts of the Symposium to bring innovative ideas to the environmental monitoring community.
- Raise the profile of your organization and the work you do!
- Take advantage of networking opportunities with decision-makers, government and industry leaders, and researchers.
- Develop direct client relationships.
- Develop new prospects.

## What Our Exhibitors Have Said

"We consider EMS to be one of our most important events to attend. Not only are the attendees the exact people we want to talk to as customers, we also have the best opportunity to get information relevant to the industry as a whole. The recent addition of the new technology showcase is very beneficial in offering a forum to spotlight emerging products. We always feel our time here is well spent." *David Smith, Environmental Express*

"NEMC is **the** environmental conference to attend and exhibit in the United States! It is a great venue to meet new and existing customers. NEMC is Waters most important environmental event. I also participate in a well-organized technical program containing sessions on timely topics and emerging issues." *Joe Romano, Waters Corporation*

"Agilent has enjoyed a special relationship with NEMC and it remains one of the highlights of our annual conference schedule. The ability to connect with our customers at our booth and in the sponsored lunches provides us with critical feedback that allows us to deliver solutions that will enable them to work more productively." *Chuck Schneider, Agilent Technologies*

## Exhibition Schedule:

Monday, August 3, 2020	5:30 pm to 7:00 pm	Reception
Tuesday, August 4, 2020	7:30 am to 8:15 am	Breakfast
	10:00 am to 10:30 am	Morning Break
	3:00 pm to 5:00 pm	Afternoon Session
Wednesday, August 5, 2020	7:30 am to 8:15 am	Breakfast
	10:00 am to 10:30 am	Morning Break
	3:00 pm to 3:30 pm	Afternoon Break

*Please Note: If you select the Exhibitor Only option, you cannot exhibit during the Monday reception.*

## 2019 Exhibitors

Absolute Standards, Inc.  
AFFINESEP  
Agilent Technologies  
ANSI National Accreditation Board (ANAB)  
Anton Paar  
Biotage  
Camsco  
CDS Analytical  
CEM Corporation  
ChemService, Inc.  
CTL Scientific  
Dexil Corporation  
Environmental Express  
ERA, A Waters Company  
ESS  
EST Analytical  
Ethosoft, Inc.  
FIA Lab Instruments, Inc.  
Fluid Management Systems, Inc.  
GFS Chemicals, Inc.  
HORIZON Lab Systems  
IDEXX Laboratories  
INFICON  
Inorganic Ventures  
International Accreditation Service, Inc.  
Labtopia  
LGC Standards  
MarSci, Inc.  
Markes International  
Metrohm USA  
MilliporeSigma  
NSI Lab Solutions  
OI Analytical  
Ormatine USA  
PerkinElmer  
Perry Johnson Laboratory Accreditation, Inc.  
Phenova, a Phenomenex Company  
Pickering Laboratories  
PROMIUM  
Quality Environmental Containers - QEC  
Questron Technologies Corporation  
Restek Corporation  
SampleServe, Inc.  
SCIEX  
SEAL Analytical, Inc.  
Shimadzu Scientific Instruments  
Skalar, Inc.  
Spectro Analytical Instruments  
SPEX CertiPrep  
Thermo Fisher Scientific  
TE Instruments USA  
Timberline Instruments  
UCT Inc.  
Waters Corporation

## Lodging and Social Events

### Hyatt Regency Minneapolis

1300 Nicolet Mall  
Minneapolis, MN 55403  
612-370-1234

<https://www.hyatt.com/en-US/hotel/minnesota/hyatt-regency-minneapolis/msprm> (for general hotel information only)

Special advance registration rates of \$151 per night (single) can be obtained by calling the hotel directly before July 12, 2020 or using our secure on-line registration system: <https://www.hyatt.com/en-US/group-booking/MSPRM/G-NLAC>

### Dinner Cruise on the Mississippi River on the Paradise Lady

Wednesday, August 5

6:00 – 9:00 pm

Sleek and luxurious, the Paradise Lady is an elegant ship of intimate proportions yet spacious enough for groups of up to 145. Amenities on board include a fully appointed bar, lavish restroom facilities, grand staircase, dance areas, full service galley, and three open-air decks. You can purchase tickets for yourself or for customers.

All registered exhibitors will be sent an email in early April with information on how to purchase tickets.



## 2020 Environmental Measurement Symposium Exhibit Options

Meeting AND Wednesday Lunch Sponsor (4 available)	Meeting Sponsor	Internet Café Sponsor	Contributor	Exhibitor - No Reception
\$8800	\$5500	\$3000	\$1650	\$1400
Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link	Listed on the home page of NEMC website with a link
List of conference attendees	List of conference attendees	List of conference attendees	List of conference attendees	List of conference attendees
Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link	Organization name shown in Mobile App with link
2 table-top exhibit spaces including reception	2 table-top exhibit spaces including reception	1 table-top exhibit space including reception	1 table-top exhibit space including reception	1 table-top exhibit space excluding reception
3 full conference registrations (\$1710 value)	2 full conference registrations (\$1140 value)	1 full conference registration (\$570 value)	1 full conference registration (\$570 value)	1 full conference registration (\$570 value)
2 booth only registrations (\$800 value)	2 booth only registrations (\$800 value)	2 booth only registrations (\$800 value)	1 booth only registration (\$400 value)	1 booth only registration (\$400 value)
Listed as a sponsor in conference brochure to be mailed in May	Listed as a sponsor in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May	Listed in conference brochure to be mailed in May
1/8 page ad in Final Program and a 3-slide PowerPoint presentation during breakfast and lunch	1/8 page ad in Final Program and a 3-slide PowerPoint presentation during breakfast and lunch			
Organization name displayed on sign as a Meeting Sponsor and listed in Final Program	Organization name displayed on sign as a Meeting Sponsor and listed in Final Program	Organization name displayed on sign in Internet Cafe area and listed in Final Program		
Organization mentioned during opening session	Organization mentioned during opening session			
Opportunity for an additional promotional activity	Opportunity for an additional promotional activity			
May provide lunch seminar on Wednesday for 50 attendees				
Free TNI Corporate Membership (\$500 value)	Free TNI Corporate Membership (\$500 value)			

## Additional Sponsorship Opportunities for Registered Exhibitors

Item	Fee
Sponsor and Introduce Keynote Speaker (3 available)	\$1500
Listed in the program as a Sponsor of an afternoon break with signage during the break	\$450
Listed in the program as a Sponsor of a technical session and signage outside meeting room	\$500
1/8 page ad in Final Program and a 1-slide PowerPoint presentation during breakfast and lunch	\$400
Additional Full Conference registration	\$570
Additional Speaker Registration	\$470
Additional Booth Only Registration	\$400
One-Day Registration for Customers	\$270
TNI Corporate Membership	\$500

## Additional Sponsorship Opportunities for Organizations Not Exhibiting

Item	Fee
Sponsor and Introduce Keynote Speaker (3 available)	\$1650
Listed in the program as a Sponsor of an afternoon break with signage during the break	\$600
Listed in the program as a Sponsor of technical session and on sign outside room	\$650
1/8 page ad in Final Program and a 1-slide PowerPoint presentation during breakfast and lunch	\$525

### TNI Corporate Sponsor Membership Benefits

- Two individuals from the organization receive Individual Memberships and all the benefits therein.
- Listed in the TNI Newsletter as a Corporate Sponsor of TNI.
- Listed on the TNI Website as a Corporate Sponsor of TNI with a link to the organization's website.
- Receive one free single-use copy of any TNI standard each year.
- May access TNI database of over 1400 accredited laboratories.
- May access TNI membership database of ~1000 members.

# Exhibitor Registration Form

If you would like to participate in this event as an exhibitor or would be interested in sponsoring one of the activities described, please complete the form below or register online at: <https://iattend.net/EventHome?id=ems20ex>.

Organization Name

Address

City

State

Zip

Exhibit Coordinator

Email

Phone

Website

## Payment Information

Check (Make check payable in US funds to The NELAC Institute.)

FEID#: 81-0554715

Purchase Order:

Mastercard VISA American Express

Name on Card:

Number:

Exp.

Date:

Activity	Quantity	Fee	Total
Lunch and Meeting Sponsor		\$ 8,800	
Meeting Sponsor		\$ 5,500	
Internet Cafe Sponsor		\$ 3,000	
Contributor		\$ 1,650	
Exhibitor – No reception <sup>1</sup>		\$ 1,400	
Keynote Sponsor		\$ 1,500	
Keynote Sponsor – Non-Exhibitors		\$ 1,650	
Session Sponsor		\$ 500	
Session Sponsor – Non-Exhibitors		\$ 650	
Break Sponsor		\$ 450	
Break Sponsor – Non-Exhibitors		\$ 600	
Advertisement – Exhibitors		\$ 400	
Advertisement – Non-Exhibitors		\$ 525	
Additional Conference Registration		\$ 570	
Additional Speaker Registration		\$ 470	
Booth Only Registration <sup>2</sup>		\$ 400	
One-Day Registration for Customers		\$ 270	
TNI Corporate Membership		\$ 500	
Total			

Notes:

1. Exhibitors at this level will not be allowed to exhibit during the Monday reception.
2. This registration is for extra staff who will be present in the booth, but who will not participate in the conference sessions.

By submitting this application, your organization agrees to abide by the Exhibitor Terms and Conditions stated in this Exhibitor Prospectus.

Please return this form to Joel Holtz

Email: [joel.holtz@nelac-institute.org](mailto:joel.holtz@nelac-institute.org)

or FAX: 817-423-6777, or

The NELAC Institute, PO Box 2439, Weatherford, TX 76086

# Environmental Measurement Symposium – 2020

## Attendee Registration

Based on the level of participation, you may be entitled to one or more free registrations. Please complete this form for every person attending. Every exhibitor representative must be registered. TNI will verify the information and contact you if additional charges apply.

Name	Name	Name
Organization	Organization	Organization
Address	Address	Address
City	City	City
State	State	State
Zip	Zip	Zip
Phone	Phone	Phone
Email	Email	Email
<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference
<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only

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Name	Name	Name
Organization	Organization	Organization
Address	Address	Address
City	City	City
State	State	State
Zip	Zip	Zip
Phone	Phone	Phone
Email	Email	Email
<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference
<input type="checkbox"/> Booth only	<input type="checkbox"/> Full Conference	<input type="checkbox"/> Booth only



# 2020 Environmental Measurement Symposium

## Exhibitor Terms and Conditions

These contract provisions exist to ensure that all exhibitors are given an equal opportunity to present their products and/or services to the Symposium in an effective manner. Exhibit space is made available by the Symposium for the exclusive purpose of imparting useful information to its professional attendees about the available products and services in their respective fields of interest. Any exceptions or alterations to the restrictions and boundaries described herein must meet with the approval of the Symposium Steering Committee and must be submitted in writing by June 15, 2020.

1. **CONTRACT FOR SPACE.** By submitting an Application and Exhibit Contract (Contract), the Exhibitor agrees to abide by the terms and conditions of this Contract. Acceptance of an Exhibitor's application does not imply endorsement by the Symposium Steering Committee, the US Environmental Protection Agency or The NELAC Institute of the applicant's products or services, nor does rejection imply lack of merit of the product, service or company. The Symposium Steering Committee has the sole right to determine eligibility of any company, product or service for inclusion in the exhibit program and retains the right to cancel the Contract anytime if the exhibit is deemed to be contrary to the best interests of the Symposium.

2. **SPACE ASSIGNMENT.** Exhibit space will be assigned according to the order in which payment is received from exhibitors. Exhibit space will not be held or reserved until payment is received. Payment for exhibit space must be made no later than July 8, 2020.

3. **EXHIBIT SPACE.** The Symposium will supply a 3 foot by 6 foot table that can be used for display purposes and two chairs. Adequate space next to this table can allow for the use of a banner stand or similar display. **Ten foot pop-up booths are not allowed.** (Exceptions to this policy are allowed for those exhibitors that have 2 or more spaces.)

4. **USE OF EXHIBIT SPACE.** The purpose of the exhibit program is to inform and educate Symposium attendees regarding characteristics and uses of the products and services of the organizations who are exhibiting.

5. **CANCELLATION.** Exhibitor agrees that the Symposium will sustain certain losses if Exhibitor cancels this Contract after Exhibitor has been assigned exhibit space. Because of the difficulty of determining and proving such losses, Exhibitor agrees to pay the amounts set forth below as liquidated damages and not as a penalty in the event Exhibitor cancels all or part of its exhibit space. Exhibitors who cancel will be refunded their payment(s) according to the following schedule:

Cancellation prior to June 1, 2020 – Full refund.

Cancellation between June 2 and July 8, 2020 – 50% refund.

Cancellation after July 8, 2020 – No refund.

6. **PROPER ATTIRE AND CONDUCT.** Exhibitor's representatives' manner or appearance and dress must be such as not to offend even the most critical attendee. Any breach of this rule may result in Exhibitor being removed from the Symposium. If the Symposium Steering Committee decides an Exhibitor is engaged in any activities or is displaying any goods or services contrary to the best interests of the Symposium, the Symposium Steering Committee may, in its absolute discretion, rearrange or remove such goods or services or cancel entirely any allocation of space, without liability for refund and without liability for any other damages caused by such action.

The Symposium is the owner of certain logos, trademarks, and intellectual property (the "Marks") including but not limited to the names "Environmental Measurement Symposium", "National Environmental Monitoring Conference" and "Forum on Environmental Accreditation" and their associated logos. Exhibitor may not use any of the Marks without the prior written consent of the Symposium Steering Committee. If an Exhibitor wishes to use any of the Marks on its advertising or other materials, the Exhibitor will first submit a copy of the proposed material for review and approval by Symposium Steering Committee.

Exhibitor is required to maintain its booth so as to be clean and presentable at all times. All supplies, handouts, literature and samples must be confined to the booth space and not behind it. Packing crates and boxes are not permitted in booths during show hours. Exhibitor may not serve or provide food or alcoholic beverages in its exhibit space without the prior written consent of the Symposium Steering Committee. This provision is not intended to restrict the free distribution of small quantities of pre-packaged food items such as candies.

The times of the exhibit are the only times that public and sales activities can be provided during the week of the conference. Exhibitors and sponsors may display only informational literature, product samples and/or related materials (such as small promotional items) at their own booth. Vendors and other individuals who have not purchased booth space or sponsorship may not distribute their literature or goods at the meeting. Any activity within the exhibits must conform to the professional nature and character of the symposium. The Steering Committee reserves the right to prohibit and require immediate cessation of any activity or distribution, which does not conform. To avoid any problems, the Steering Committee will provide advance approval of activities and items upon request of an Exhibitor. Canvassing or distributing advertising matter outside the exhibitor's own space is not permitted. Contests, lotteries, raffles or giveaways are highly discouraged and must have the express written and personal consent of the Steering Committee.

7. **CONFLICTING MEETINGS AND SOCIAL ACTIVITIES.** The Steering Committee ensures that a number of venues exist for vendors to promote their organization through sponsorship of various events and activities held in conjunction with the Symposium. These organized events are announced in an Exhibitor Prospectus and are available to any organization. In the interest of the success of the entire conference, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage the absence of attendees from the Symposium during official hours.

Vendors may choose to host their own event, not in conjunction with the Symposium. However, any such event held at the host hotel for the Symposium must be approved by the Steering Committee. Such approval is not needed for events held in other locations; however, the Steering Committee would prefer to partner with any such organization to ensure minimal disruption to organized events of the Symposium

If a vendor decides to promote some activity and would like the activity to be mentioned in official documents (printed and electronic) developed for the Symposium, the activity must be approved by the Steering Committee.

The Steering Committee will not support any vendor sponsored event that promotes a vendor product and that involves required attendance by all attendees (e.g., a vendor-sponsored luncheon).

8. **RESTRICTION OF ACTIVITIES.** All exhibitors' activities must be confined to the contracted exhibit space. No solicitation or distribution of materials outside of exhibit space will be allowed without written permission from the Symposium Steering Committee.

9. **ATTENDEES.** On or around July 16, 2020, TNI will provide each exhibit coordinator with a list of all registered attendees, including those included as exhibitors. TNI expects each organization to review the list of attendees from their organization and provide any corrections by July 23, 2020. TNI's personal data protection policy allows attendees to uncheck a box informing them that TNI plans to make their contact information available to registered attendees. TNI will identify any individual who unchecked this box and expects vendors registered as exhibitors to honor this request.

The NELAC Institute  
PO Box 2439 – Weatherford, TX 76086  
817-598-1624 – FAX 817-423-6777  
[www.nelac-institute.org](http://www.nelac-institute.org)